



south bend regional museum of art



NEWS RELEASE

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SBRMA's Festival of Banners to Highlight Art Beat 2007

The South Bend Regional Museum of Art, in association with Downtown South Bend, Inc. and the City of South Bend, presents *Live the Arts! - Festival of Banners 2007* in celebration of SBRMA's 60th year of service to Northern Indiana.

Sixty banners, designed and painted by local artists and community members will displayed on poles along Jefferson and Wayne Streets in downtown South Bend. The Festival will kickoff with a news conference on Tuesday, September 4 at 1:30 p.m. on Jefferson Blvd next to Century Center and just west of the Jefferson Bridge. Winning designers in each of three categories, Adult, Teen, & Children, will be announced at the news conference. The winners will also receive awards during Art Beat at Scene 5 (corner of Michigan & Wayne Streets) at 8:00 p.m. on September 6, 2007. The banners will be on display for two months.

Festival of Banners was patterned after the Nanaimo Art Gallery's *Festival of Banners* in British Columbia, and was brought to South Bend by SBRMA board member Jerry Thoma. "When I first saw the Festival of Banners last August, I was very impressed at how successfully the Nanaimo Art Gallery was bringing 'art to the people' and how they had done so with growing appreciation from the community for the past 20 years! With the SBRMA looking for creative ways to extend it's reach into the South Bend community, and the downtown seeking events and businesses that build on the entertainment district theme, it was not a big leap to be excited about trying this here. I think this can become a cultural hit in downtown South Bend for many summers to come!"

The Festival brings the local art community together to create a moment in history that celebrates creative life and activity in the heart of downtown South Bend. This year's theme, *Live the Arts!* reminds us of the important role art plays in our daily lives.

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The work began with the dedicated chair of the program, Kathryn Armstrong and massive coordination of community participants. The City of South Bend and Downtown South Bend, Inc. were approached as valuable civic partners. The idea was enthusiastically embraced by all and a partnership was forged. A call was put out for entries at schools and in the community, and the response was overwhelming - nearly 100 designs received! After the entries were juried, efforts were spent coordinating 60 artists to come to the museum at appointed times to paint their accepted entry on a 24"x48" canvas. Sewing the banners became the next step and Danny Troyer of the Canvas Shop LLC in Shipshewana stepped up to the plate to ensure this critical stage of the project was completed. Painting the banners was the final stage of preparation and paint was generously donated by Rollie Williams to complete this last portion of the creative process. Banners were energetically painted over a two-month time frame. A brochure has been created, and all banners can be viewed on Wayne St. and Jefferson Blvd. in downtown South Bend.

Beginning October 1st, an online auction will be held at www.sbrma.org, for anyone wishing to purchase one of these extraordinary pieces of community art. Minimum bids will begin at \$25, and bidding will close November 6th. All proceeds from the auction will go back to SBRMA for educational programming.

The *Live the Arts! - Festival of Banners* project is just one of many programs SBRMA is bringing to the community in celebration of 6 decades of the finest visual arts and arts education programming in Northern Indiana.